



Economic Impact of Weddings

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Background & Objectives of Study

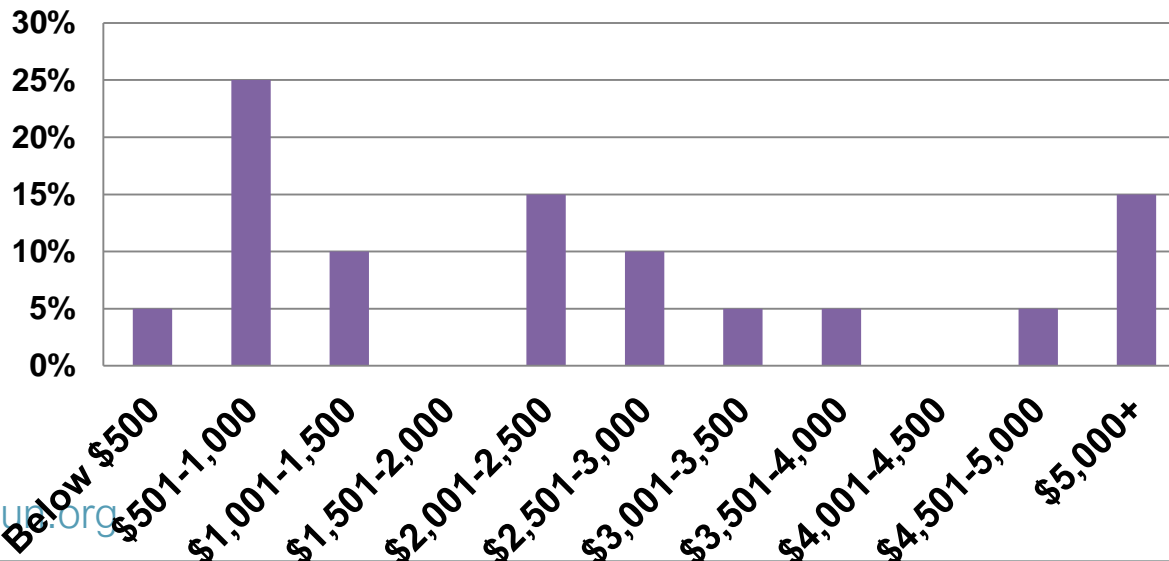
- Estimate the total economic impact of weddings in Loudoun County by surveying venues, vendors and guests.
 - Specific research questions included:
 - Number of weddings hosted per venue and average expenditures per wedding
 - Number of wedding clients served annually and average expenditure per client
 - Percentage of wedding clients living outside of Loudoun County
 - Average guest expenditures.

Methodology

- Data was collected from three unique surveys:
 - **Survey 1 - Wedding Vendors**
 - Ie. Caterers, florists, photographers, planners, etc.
 - **Survey 2 - Wedding Venues**
 - Ie. Farms, wineries, hotels, parks, restaurants, etc.
 - **Survey 3 - Guests of wedding parties** who traveled 50+ miles to attend the wedding.

Survey 1: Wedding Vendors

- 20 vendors responded and represented a variety of weddings related service providers.
- On average, vendors are serving 62.5 clients per year
 - But median is 30, meaning there are some outliers
- Average expenditure per client is \$4,250
 - But average without outliers is \$2,652



Survey 1: Wedding Vendors

<u>Industry</u>	<u>Avg spending/client</u>	<u>Avg # of clients</u>	<u># of Vendors/category</u>	<u>Total</u>
Catering	\$6,500	60	16	\$6,240,000
Décor	\$4,250	26	4	\$442,000
Entertainment	\$1,167	47	8	\$438,792
Photographer	\$2,750	13	15	\$536,250
Transportation	\$2,750	25	6	\$4,125,000
Wedding Planning	\$2,300	20	19	\$874,000
Other	\$790	34	22	\$590,920
			Total	\$ 13,246,962
			Direct	\$ 8,835,723
			Tax Revenue	\$ 500,135

Survey 2: Wedding Venues

- 16 venues responded that represented a variety of categories.
- Average number of weddings held per year: 42
- Average number of rehearsal dinners held annually: 18
- Average number of guests per wedding: 126

Survey 2: Wedding Venues

<u>Type of Event</u>	<u># of Venues</u>	<u>Avg # of Events</u>	<u>Avg expenditure/event</u>	<u>Total</u>
Wedding	55	42	\$21,480	\$49,618,800
Dress Rehearsal	55	18	\$3,960	\$3,920,400
			Total	\$53,539,200
			Direct	\$38,012,832
			Tax Revnue	\$2,151,670

Survey 3: Wedding Guests

- Guests from 3 different wedding parties were surveyed last spring.
- Average length of stay is 1.78 nights
- 90% of guests surveyed stay in hotels
- Estimated number of out-of-town wedding guests in 2016 = 206,652
 - Based on 2,310 weddings per year with 126 guests per wedding and 71% of guests traveling from outside of county

Survey 3: Wedding Guests

- Average expenditures per party estimated at \$680
- Average expenditures per person is \$344

<u>Category</u>	<u>Spending</u>
Lodging	\$132.50
Food and Beverage	\$59.50
Retail	\$54
Entertainment	\$40
Auto Rental*	\$40
Gas	\$18
Total per person	\$344
*10% of guests rented automobiles	

Survey 3: Wedding Guests

- Average expenditures per year

<u>Category</u>	<u>Expenditure</u>	<u>Tax Revenue</u>
Lodging	\$36,114,477	\$2,362,629
Food and Beverage	\$17,521,783	\$991,799
Retail	\$6,765,405	\$382,947
Entertainment	\$6,362,450	\$360,139
Auto Rental*	\$908,921	\$82,629
Gas	\$4,084,700	\$231,209
Total	\$71,757,735	\$4,411,353

2016 Total Economic Impact

- Combined impact of weddings = \$118,606,290
- Total tax revenue = \$7,063,158
- The average wedding in Loudoun costs \$40,422

